

[Student Centre]

UNIT 1: Business Fundamentals

CHAPTER 2: Types of Businesses

E-ACTIVITY: Franchises

Activity: Information bulletin and oral presentation  
Prepare a one page information bulletin on a franchise and make an oral presentation.

Assume you have been invited to attend a Canadian franchising show. You will have an opportunity to choose a franchise from those profiled and will have to interest your classmates in your selection. What franchise will you choose? What type of products or services does the franchise sell?

Research a franchise and prepare a one page information bulletin. Use images to enhance your presentation. Present your franchise to the class. After all the class franchise presentations are complete, hold a vote to determine which franchise would be the best investment opportunity.

1. Visit the [Canadian Franchising Association website](#) to find out more about franchising. Use the search feature and conduct a search by category. Select a category and then profile a particular franchise. Include the answers to the following questions in your presentation:

- a) What is the name of your franchise?
- b) How many of these franchises already exist in Canada?
- c) What is the franchise fee?
- d) How much capital is required?
- e) How long has the franchise operated in Canada?
- f) Is there training available? If so, how long is the training period?
- g) Where is the head office of your franchise located?
- h) Highlight the nature of the franchise using the description provided.
- i) What is the corporate slogan?
- j) How long has the franchise been a member of the Canadian Franchise Association?

2. Go to the corporate website for your selected franchise:

- a) Describe the products or services sold by your franchise.
- b) Select any other information from the corporate website that you think would interest potential investors.